

The importance of treatment with good glucose control cannot be underestimated.



National Eye Institute



National Eye Health Education Program  
**NEHEP**

A program of the National Institutes of Health

New treatments mean better outcomes for preventing diabetes-related vision loss.

## Introduction

Join the National Eye Health Education Program (NEHEP) of the National Eye Institute (NEI) during National Diabetes Month in November to increase awareness about diabetic eye disease. This social media toolkit provides a variety of resources and strategies to help you educate people with diabetes about diabetic eye disease and ways they can protect their vision. Use Facebook posts, tweets, infographics, and other NEHEP resources on your social media and website pages. Many of our resources are available in both English and Spanish.

## Process

A thoughtful, strategic process can help you spread the word about diabetic eye disease. NEHEP has developed a simple three-step approach to help you carry out a successful social media campaign on diabetic eye disease.

### STEP 1: DEFINE THE PROBLEM

Set the stage to help people understand what diabetic eye disease is and who is at risk. Use the following information to help you.

### What Is Diabetic Eye Disease?

Diabetic eye disease is a group of eye problems people with diabetes may face as a complication of the disease, which can lead to vision loss or blindness. These eye problems include:

- **Cataract:** Clouding of the lens of the eye.
- **Glaucoma:** Increase in fluid pressure inside the eye that leads to optic nerve damage and loss of vision.
- **Diabetic retinopathy:** Damage to the blood vessels in the retina. Diabetic retinopathy is the most common form of diabetic eye disease.

All people with diabetes, types 1 and 2, are at risk. The longer a person has diabetes, the greater the risk for diabetic eye disease. African Americans, American Indians/Alaska Natives, Hispanics/Latinos, and older adults are at higher risk for losing vision or going blind from diabetes.

### STEP 2: DEVELOP THE MESSAGE

This year's theme for National Diabetes Month is *New treatments mean better outcomes for preventing diabetes-related vision loss*. Share eye health messages during November and beyond. Post messages on Facebook or on your website.



Here are a few messages you can use:

- If you have diabetes, it's important to keep your health on **TRACK**:

**T**ake your medications as prescribed by your doctor.

**R**each and maintain a healthy weight.

**A**dd physical activity to your day.

**C**ontrol your ABCs—A1C, blood pressure, and cholesterol levels.

**K**ick the smoking habit.

- People with diabetes should get a comprehensive dilated eye exam at least once a year. A dilated eye exam is when an eye care professional puts drops in the eyes to dilate, or widen, the pupils in order to examine the back of the eyes for signs of disease.
- Diabetic eye disease often has no warning signs, but it can be detected and treated early, before noticeable vision loss occurs.
- With early detection, timely treatment, and appropriate follow-up, the risk of severe vision loss from diabetic retinopathy can be reduced by 95 percent.

## STEP 3: DISSEMINATE RESOURCES

NEHEP offers a variety of multimedia and traditional educational resources for community organizations and health professionals to use to inform people about diabetic eye disease. These resources can be used to reinforce the messages above and can be used in a variety of outlets. In the following sections, you will find samples of these resources and ideas on how to use them. Additional resources and materials can be found on the NEHEP Diabetic Eye Disease Program Web page at <https://www.nei.nih.gov/nehep/programs/diabeticeyedisease>.

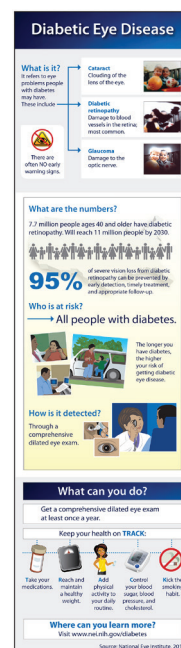
### Diabetic Eye Disease Infographics

[https://nei.nih.gov/nehep/ndm\\_infocards](https://nei.nih.gov/nehep/ndm_infocards)

Add these new infographics to an article, story, newsletter, or website to provide at-a-glance

information on diabetic eye disease, prevalence rates, risk factors, and ways to help prevent vision loss. You can also share them via your social media networks. Here are some suggested posts that can accompany each infographic:

- Diabetic retinopathy is the leading cause of blindness in the United States, but early detection, timely treatment, and appropriate follow-up can reduce your risk of vision loss by as much as 95 percent. Learn more: <http://go.usa.gov/xKtem>
- Know about diabetic retinopathy? Don't know what to do about it? Learn more with these infographics: <http://go.usa.gov/xKtaV>
- People with diabetes can protect their vision through early detection of diabetic eye disease. Learn more with these infographics: <http://go.usa.gov/xKtaV>



## Facebook



Below are sample Facebook messages you can post during National Diabetes Month:

- Newer and better treatments for diabetic retinopathy are now available. This National Diabetes Month, talk with your eye care provider about what would be best for you. If you don't have an eye care provider, get tips for finding one in your area by visiting <http://go.usa.gov/3eNfA>
- In the U.S., diabetic retinopathy is the leading cause of blindness in people ages 20 to 74. But people with diabetes can help prevent vision loss with early detection, timely treatment, and appropriate follow-up care. Learn more about the latest treatments with this fact sheet: <http://go.usa.gov/xkytX>
- If you've been diagnosed with diabetic retinopathy, there are new treatments available, but they work best with early detection. Download and share this infocard: <http://ow.ly/Jxk2304AICH>
- By 2030, an estimated 11 million people will have diabetic retinopathy. If you have diabetes, make sure you keep your health on TRACK! Learn more: <http://go.usa.gov/xKguj>
- Stay on TRACK to prevent blindness from diabetes! If you have diabetes, have a comprehensive dilated eye exam at least once a year. Learn more: <http://ow.ly/TqXuS>
- If you have diabetes, it's important to get a dilated eye exam at least once a year to detect eye disease before vision loss occurs. Plus, there are new treatments, which means better outcomes. Learn more with this fact sheet: <http://go.usa.gov/xkytX>

- Did you know there are new treatments for diabetic retinopathy? The outlook for preventing vision loss has never been brighter: <http://ow.ly/X9yx304AILE>
- If you have diabetes, keep your vision health on TRACK. Watch this animation to learn how: <https://youtu.be/V7YNJPqniRQ>
- Taking your medications is important if you have diabetes. Check out this video to learn more: <https://youtu.be/V7YNJPqniRQ>
- Reaching and maintaining a healthy weight is essential to controlling diabetes: <https://youtu.be/V7YNJPqniRQ>
- Adding more physical activity to your daily routine can help you keep your diabetes under control: <https://youtu.be/V7YNJPqniRQ>
- For people with diabetes, controlling levels is important: A1C, blood pressure, and cholesterol: <https://youtu.be/V7YNJPqniRQ>
- Smoking is as bad for your eyes as it is for your body, especially if you have diabetes: <https://youtu.be/V7YNJPqniRQ>

## Twitter



Below are sample tweets you can post on Twitter during National Diabetes Month:

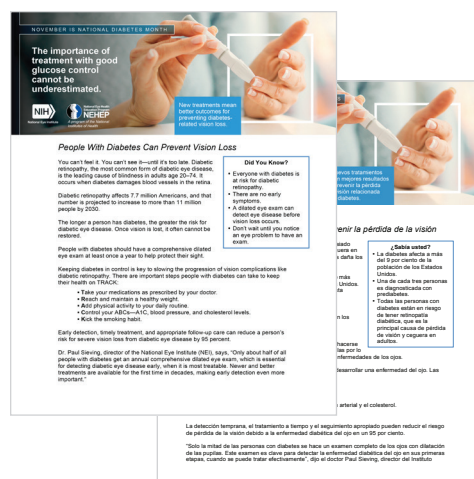
- Diabetic #retinopathy is the leading cause of blindness for working-age people. Learn about the latest treatments: <http://go.usa.gov/xkytX>
- If you've been diagnosed w/ diabetic #retinopathy, there are new treatments: <http://ow.ly/Jxk2304AICH>
- By 2030, 11 million people will have #DiabeticRetinopathy. Keep your health on TRACK w/ @NEHEP: <http://go.usa.gov/3eNfT> #NDM



- If you have #diabetes, keep your health on TRACK during #NationalDiabetesMonth! More from @NEHEP: <http://go.usa.gov/3eNuH>
- #DidYouKnow #DiabeticEyeDisease treatment is 95% effective in preventing #blindness when detected early? <http://go.usa.gov/3eRqY> #NDM
- If you have diabetes, it's important to get a dilated #EyeExam at least once a year. There are new treatments: <http://go.usa.gov/xkytX>
- There are new treatments for #diabetic #retinopathy! The outlook on preventing #vision loss has never been brighter: <http://ow.ly/X9yx304AILE>
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## Drop-In Articles

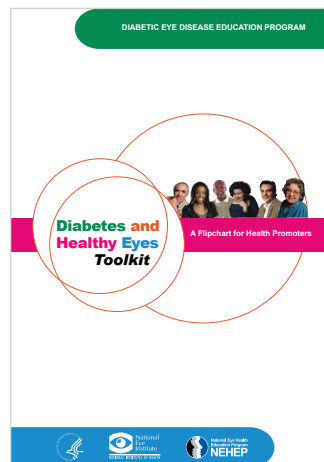
[https://www.nei.nih.gov/nehep/ndm\\_articles](https://www.nei.nih.gov/nehep/ndm_articles)



Include a drop-in article in your blog, newsletter, or website. You can also email it to local media, asking them to publish the article to help raise awareness among people with diabetes about how they can save their sight.

## Educational Resources

<https://nei.nih.gov/nehep/programs/diabeticeyedisease/resources>



NEHEP offers a variety of resources for people with diabetes, as well as teaching tools for health and community professionals to use to raise awareness about diabetic eye disease. Download NEHEP resources, such as our *Diabetes*

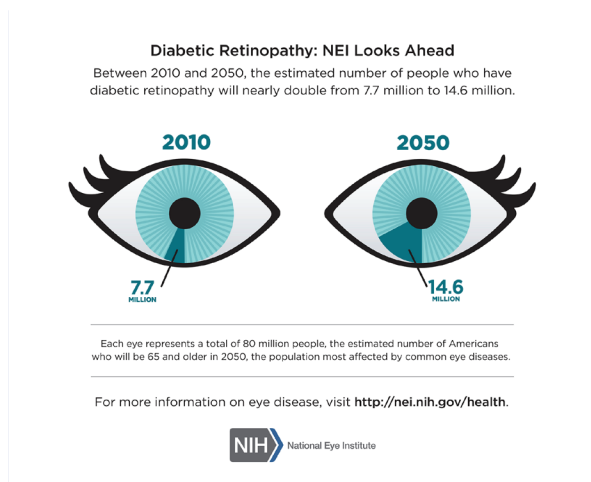
*and Healthy Eyes Toolkit*, *Don't Lose Sight of Diabetic Eye Disease* brochure, *Watch Out for Your Vision!* booklet, *Diabetic Eye Disease Educator's Guide*, and more!

## Flickr

<https://www.flickr.com/photos/nehep>



If you're looking for eye-related images to use with your social media posts, on your website, or in your publications, visit the NEI Flickr page. You'll find a variety of photos and illustrations you can use, including images on eye diseases and conditions, eye diagrams, and images of patient–doctor interaction. Permission is granted to use these items for educational, news media, or research purposes, provided the source for each image is credited. Images may not be used to promote or endorse commercial products or services.



Sample infocard

## YouTube

<https://www.youtube.com/user/neinih>



NEHEP offers a variety of videos and recorded webinars for people with diabetes as well as public health professionals. These resources can be posted to your website or Facebook page. Tweet about them to share information that people with diabetes should know to protect their sight.

## TRACK Animations

<https://youtu.be/V7YNJPqniRQ>



<https://youtu.be/VX4w6U-Qs1k>



These animations showcase how people can protect their vision from diabetes by keeping their health on TRACK.

## Diabetic Eye Disease Overview

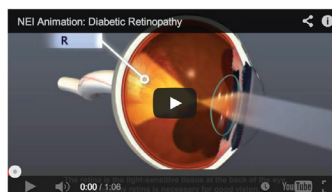
<http://youtu.be/OySJTTMshyM>



This video will help people with diabetes learn about the importance of early detection and treatment available to prevent vision loss from diabetes.

## Diabetic Retinopathy Animation

[http://youtu.be/X17Q\\_RPUIYo](http://youtu.be/X17Q_RPUIYo)



This animation explains the damaging effects of diabetic retinopathy on the blood vessels in the eye.

## Comprehensive Dilated Eye Exam

<http://youtu.be/MGNsrHFD8pk>



People can sometimes be uncertain about what a comprehensive dilated eye exam entails. Share this video to help people learn more.

## Dilated Eye Exam Animation

<http://youtu.be/M6IIOKXICqs>



This animation shows what an eye care professional sees during a dilated eye exam.

## Advances in the Treatment of Diabetic Retinopathy Webinar

<https://youtu.be/iJZjcmr9YT4>



This webinar—jointly presented by NEHEP and the National Eye Institute—funded Diabetic Retinopathy Clinical Research Network—discusses the latest advances in the treatment of diabetic retinopathy.

We hope these resources help increase your capacity to raise awareness about diabetic eye disease. Together we can spread the word that keeping diabetes in control is key to preventing the onset or slowing the progression of vision complications.

Thank you for all your efforts!



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